



Karen Dial
H.B. Drollinger Co.
President

December 10, 2013

John Ruhlen
Ruhlen & Associates
Secretary

Ms. June Lagmay
City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

Miki Payne
H.B. Drollinger Co.
Treasurer

William F. Allen
HFH Ltd.

Jack Davis
Coldwell Banker Realtors

Re: Transmittal of WTC BID Annual Planning Report 2014

Sander de Wildt
CB Richard Ellis

Dear Ms. Lagmay:

Heather Lemmon
Westbluff Realty
and Property Management

Transmitted herewith is the 2014 Annual Planning Report for the Westchester Town Center business improvement district.

This report was approved by the Westchester Business Improvement Association at their December 5, 2013 meeting.

Donald R. Duckworth
Executive Director

As we may be of any additional assistance, please let me know.

Sincerely,

Donald R. Duckworth
Executive Director

C: WBIA Board of Directors
Miranda Paster, Office of the City Clerk
Rick Scott, Office of the City Clerk



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December 5, 2013

Ms. June Lagmay
City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

Re: Westchester Town Center BID Annual Planning Report 2014

Dear Ms. Lagmay:

As required by Section 36650 of the Property and Business Improvement District Law of 1994 contained within the California Streets and Highways Code and the Agreement with the City of Los Angeles for management of the Westchester Town Center BID (#C-120115), the Westchester Business Improvement Association, the BID's "Owners' Association," has caused this Annual Planning Report for 2014 to be prepared and submitted. This report concerns proposed BID activities for the period from January 1 to December 31, 2014.

I. Westchester Business Improvement Association Board of Directors and Officers

The Board of Directors and Officers for the Westchester Business Improvement Association (hereinafter "WBIA") are as follows:

- Karen Dial, President, Director, H. B. Drollinger Co.
- John Ruhlen, Secretary, Director, John Ruhlen & Associates
- Miki Payne, Treasurer, Director, H. B. Drollinger Co.
- William F. Allen, Director, HFH Ltd.
- Jack Davis, Director, Coldwell Banker Real Estate
- Sander de Wildt, Director, CB Richard Ellis
- Heather Lemmon, Real Estate Consultants -

II. Boundaries of the BID – 2014

The boundaries of the Westchester Town Center are the same as those presented in the Management District Plan (hereinafter "MDP") adopted by the City of Los Angeles. No changes are recommended. The District contains no benefit zones. A map of the District is included as Attachment I hereto.

III. Improvements and Activities - 2014

Westchester Town Center improvements and activities planned for 2014 are similar to those undertaken in the previous year and as described in the MDP adopted by the City of Los Angeles.

Ambassador Services

The District will continue to provide bicycle- and foot-patrol based Ambassador Program through one or more contracted vendors for a typical, selectively scheduled forty (40) hours per week. City National Security Services has been the regular service provider although other specialist firms have also been employed. The District's efforts to facilitate the coordination of services / solutions for its homeless population through a contractual relationship with the local non-profit organization People Assisting the Homeless or "PATH" will also continue.

Landscaping, Sanitation, and Beautification Services

Landscaping, sanitation, and beautification services along Sepulveda Boulevard and other streets in the District will continue as they have in the past. Westchester Town Center provides street sweeping, sidewalk pressure washing, trash collection, porter services, graffiti and sticker removal, landscaping, street tree trimming, and landscape lighting for the District. The District also maintains the Sepulveda Boulevard Flight Path Aviation Pioneer "walk of fame" plaques. On a special project basis the District may plant street trees or undertake special improvements as it has with the Westchester Streetscape Improvement Association in the last year. The District's vendors for the majority of these services have been Clean Streets Inc., Trimming Land Company, and Westchester Landscape Maintenance although others have been and will continue to be engaged as deemed to be in the best interests of providing effective and efficient District services.

Marketing and Promotions Services

With respect to "Marketing & Promotions," the District will continue its monthly Hometown News based "newsletter" communications and advertising / branding efforts, street light pole banners, website, and other activities. In addition, the District prepared and distributed by email a property owner newsletter in 2013 and will continue with that in the coming year. Primary District vendors for these services have included Dekra-Lite, Hometown News, Maleman Ink, and Buckman Design although others have been and will continue to be employed as deemed to be in the best interests of providing effective and efficient District services.

New Business Attraction Services

During the coming 2014 year, the District will continue to promote implementation in the LAWA Northside Landuse Plan Update based in part upon the findings of a Urban Land Institute TAPS Panel that the District sponsored to attract new business to the area.

Policy Development, District Management, and Administration Including Office and Uncollected Assessment / Contingency Reserves

The District will continue its focus on serving property and business owner interests through its policy development, management, and administration program. The provision of effective and efficient District improvements, activities, and services will be an on-going priority as will policy advocacy and coordination with the City Council Office, City staff, LAWA, local organizations including the LAX Coastal Chamber of Commerce, Neighborhood Council, Westchester Streetscape Improvement Association, LMU, Otis College of Art & Design, and others. Donald Duckworth, Duckworth Consulting, has served as the District's contract Executive Director.

Office, insurance, accounting, and other program support expenses will continue to be incurred in 2014 consistent with previous years.

Uncollected assessment / contingency reserves have been established for 2014 consistent with previous years to cover uncollected assessments and / or unexpected expenses.

IV. Costs of Providing Improvements and Activities in 2014

The 2014 Budget, including an estimated carry over cash balance of \$9,277 is presented in Attachment II hereto.

V. Method and Basis for Levying Assessments

The method and basis for levying 2014 assessments is as described in the Management District Plan and Engineer's Report adopted by the City of Los Angeles. WBIA did approve a 1% CPI increase of assessment rates effective in 2014. Consequently, District assessment rates formula for 2014 are as follows:

> District assessment formula (for most parcels) = $(\$0.0630 \times \text{square feet of parcel size on Sepulveda Boulevard}) + (\$0.0927 \times \text{square feet of improvements on Sepulveda Boulevard}) + (\$7.8030 \times \text{linear feet of frontage on Sepulveda Boulevard}) + (\$0.0315 \times \text{square feet of parcel size on any other street}) + (\$0.0464 \times \text{square feet of improvements on any other street}) + (\$3.9015 \times \text{linear feet of frontage on any other street})$.

> District assessment formula (for Long Term Airport Parking Parcels) =

$(\$0.0630 \times \text{square feet of parcel size on Sepulveda Boulevard}) + (\$7.8030 \times \text{linear feet of frontage on Sepulveda Boulevard}) + (\$0.0315 \times \text{square feet of parcel size on any other street}) + (\$3.9015 \times \text{linear feet of frontage on any other street})$.

> District assessment formula (for Fenced Vacant Lots) = $(\$7.8030 \times \text{linear feet of frontage on Sepulveda Boulevard}) + (\$3.9015 \times \text{linear feet of frontage on any other street})$.

> District assessment formula (for Open or Green Space Parcels and Multifamily Residential Parcels) = $.81 \times \text{assessment as calculated under general formula}$.

VI. Amount of Surplus / Deficit From Previous Fiscal Year

Based upon projected year-end expenditures as of October 31, 2013, a surplus of \$9,277 is expected. These funds will be carried over for WBIA approved use in 2014. There was no deficit incurred in 2013.

Conclusion

On behalf of the WBIA Board of Directors, we would like to close this Annual Planning Report with a special comment of appreciation for the helpful and thoroughly professional staff assistance that we have received from the City Clerk's Office, Special Assessments Section over the years. The staff's expertise and cooperation has promoted the Westchester Town Center's success on behalf of its stakeholders, and is truly appreciated.

As we can answer any questions or assist further in any way, please contact either of the undersigned.

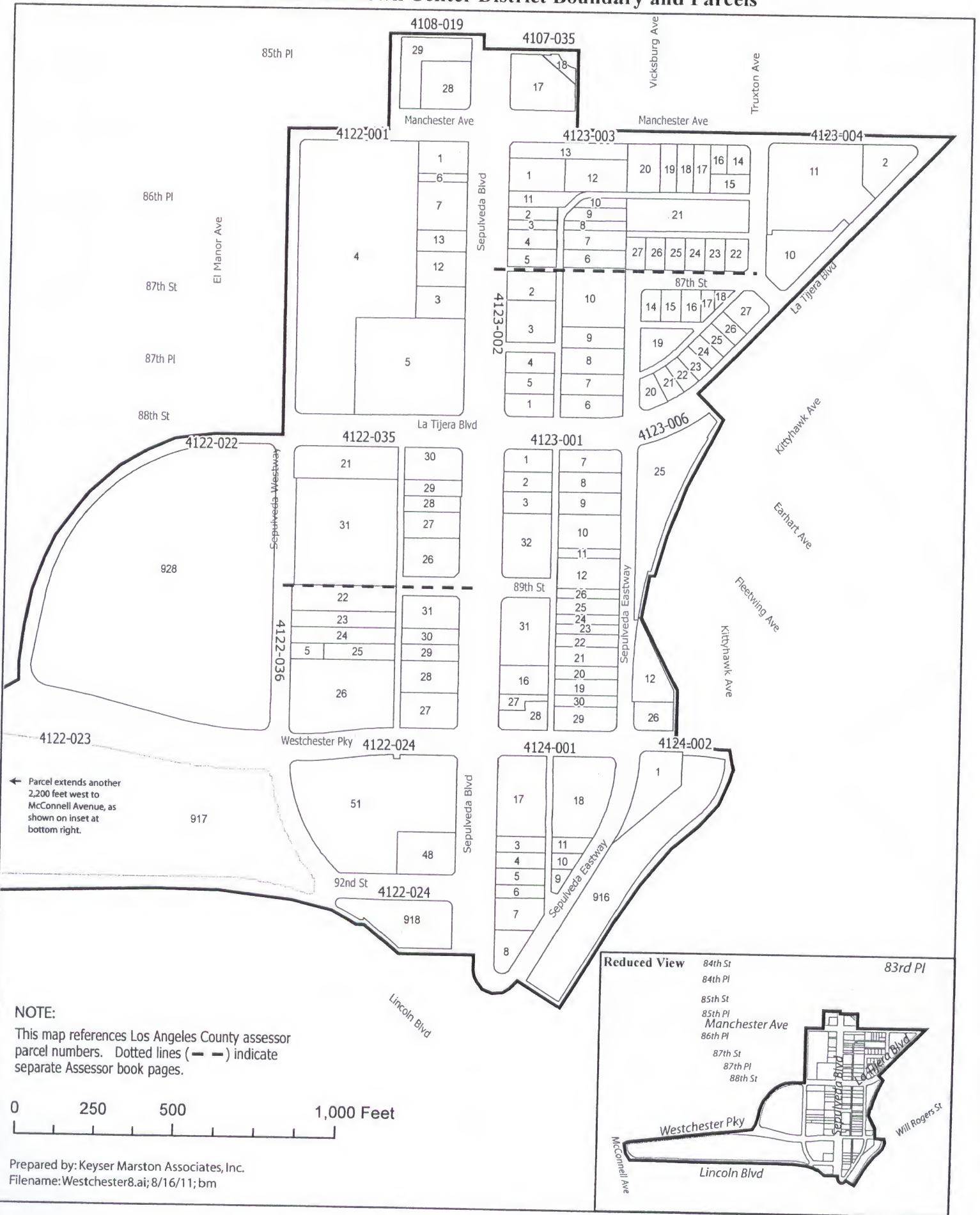
Sincerely,

Donald R. Duckworth
Executive Director

C: WBIA Board of Directors
Miranda Paster, Office of the City Clerk
Rick Scott, Office of the City Clerk

ATTACHMENT I.
WESTCHESTER BID MAP 2014

Westchester Town Center District Boundary and Parcels



ATTACHMENT II.
WESTCHESTER TOWN CENTER BID
IMPROVEMENTS and ACTIVITIES BUDGET 2014

WESTCHESTER PBID BUDGET PROCESS

Item	Renewal		2013 Projected	Year #3 2014 MDP	Proposed 2014 Budget	Exe Dir Notes
	Year #1 2012 MDP	Year #2 2013 MDP				
Beginning Balance					\$9,277	
Income					\$311,300	
Annual Budget Costs					1%	
A. Ambassador						Actual revenue limits projected budget. 2% CPI 2015 increase anticipated.
Ambassador Services PATH	\$302,175	\$311,240	\$308,218	\$320,577	\$60,000	\$1/hr salary increase for Ambassador recommended est @ \$3,224/yr. Continues services at current levels.
B. Landscape Maintenance, Sanitation, & Beautification						Recommended budget continues services at current levels.
Streetscape Maint					\$120,000	Continues services at current levels & replaces 5 street trees. Individual projects as approved by WBIA.
Small Projects						
Broadleaf Tree Lighting Maint					\$87,551	
Broadleaf Tree Maint					\$0	
Palm Tree Lighting Maint					\$3,536	
Palm Tree Maint					\$3,100	
Palm Tree Lighting Facilities					\$0	
Decorative Plaque Maint					\$2,520	
Utilities					\$22,439	
Other					\$0	
C. Marketing & Promotions						Polishing & sealing all plaques.
HTN / Advertising					\$50,923	
Public Relations / Graphics Support						
Newsletter					\$4,800	
Street Banners					\$11,319	
Website					\$1,164	
Local Thunder Business Promotion Program					\$1,060	
WHTF					\$2,153	
Window Painting Competition					\$0	
Other					\$0	
D. New Business Attraction						
E. Policy Dev, Management & Administration					\$3,801	
F. Office, Insurance, Accounting & Other						
Bookkeeping					\$10,000	
CPA					\$0	
Office Rent					\$10,609	
Telephone					\$65,776	
Insurance					\$36,071	
Reimbursable Expenses						
Other					\$5,577	
Sub Total					\$60,000	
G. Uncollected Assessment Reserve					\$30,000	
GRAND TOTAL BUDGET						
	\$292,175	\$300,940	\$287,016	\$309,968	\$310,577	
	\$10,000	\$10,300	\$0	\$10,609	\$10,000	
	\$302,175	\$311,240	\$287,016	\$320,577	\$320,577	